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IN THE CLAIMS

Please replace the prior claims on file with the claims now presented below.

Listing of Claims

CLAIMS:

Claim 1 (Canceled)

Claim 2 (currently amended): The method of Claim 4 ~~21~~, wherein the provider associates the control user interface element with the application in the graphical user interface.

Claim 3 (currently amended): The method of Claim 4 ~~21~~, wherein a user of the device associates the control user interface element with the application in the graphical user interface

Claim 4 (currently amended): The method of Claim 4 ~~21~~, further comprising:
enabling a user of the device to select the application from a plurality of applications; and,
upon selection by the user, automatically adding the control user interface element to the graphical user interface.

Deleted:

Claim 5 (currently amended): The method of Claim 4 ~~21~~, wherein the element is previously present in the graphical user interface and further comprising:

enabling a user of the device to select the application from a plurality of applications; and,
upon selection by the user, enabling to associate the control user interface element with the application.

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Claim 6 (currently amended): The method of Claim 4- 21 wherein the element is previously present in the control user interface and further comprising:

enabling a user of the device to select the application from a plurality of applications; and,

upon selection by the user, modifying the control user interface element.

Claim 7 (currently amended): The method of Claim 4- 21, wherein the control user interface element is an icon representative of the application.

Claim 8 (currently amended): The method of Claim 4- 21, further comprising:

enabling the provider to advertise the application.

Claim 9 (currently amended): The method of Claim 4- 21, further comprising:

enabling a user of the device to select the application from a plurality of applications; and

upon selection of the application by the user, enabling a download onto the device of a software component associated with the application.

Claim 10 (currently amended): The method of Claim 4- 21, wherein the graphical user interface comprises a plurality of graphical menus configured in respective tiers and further comprising:

charging the provider based on the tier of the graphical menu containing the element.

Claim 11 (currently amended): The method of Claim 4- 21, wherein the charging is also based on a history trail comprising a usage pattern of the application.

Claim 12 (currently amended): The method of Claim 4- 21, wherein the control user interface element is comprised in a carousel of control user interface elements associated with respective applications.

Claim 13 (original): The method of Claim 12, wherein a user of the device selects the applications in the carousel.

Claim 14 (original): The method of Claim 12, further comprising:
selecting the applications comprised in the carousel;
charging respective providers of the applications based on a duration of the applications being comprised in the carousel.

Claim 15 (currently amended): The method of Claim + 21, wherein the provider is charged per day of the display.

Claim 16 (currently amended): The method of Claim + 21, further comprising:
charging a lump sum to the provider upon display of the control user interface element in association with the application.

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Claim 17 (currently amended): The method of Claim + 21, wherein the application comprises an email service.

Claim 18 (currently amended): The method of Claim + 21, wherein the application comprises a news service.

Claim 19 (currently amended): The method of Claim + 21, wherein the application comprises instant messaging.

Claim 20 (currently amended): The method of Claim + 21, wherein the application comprises audio files retrieving.

Claim 21 (New): A method of doing business, the method comprising the steps of:
permitting an application of a provider to appear as a display on a device of a user through a controlled user interface to capture said user's attention and promote said provider's application to said user; and

linking a revenue stream to customer acceptance of said provider's application based upon a duration of said display in accordance with said application.

Claim 22 (New): The method according to claim 20 wherein a fee for said duration is determined by a length of time said display appears on said user's device.

Claim 23 (New): The method according to claim 22 wherein said fee is based on a tier of a graphical menu on which said application is represented.